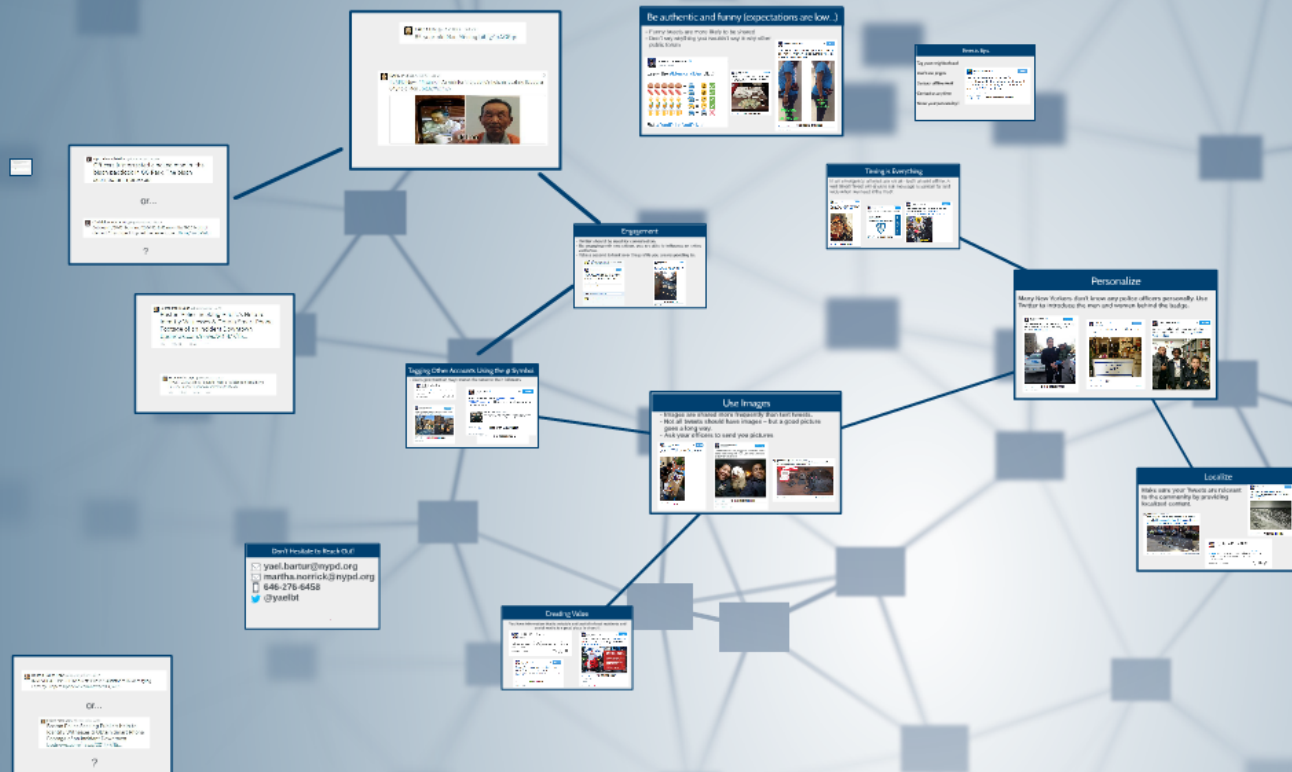


Best Practices



Best Practices

Creating Value

You have information that is valuable and useful to local residents and social media is a great place to share it.



NYPD 67th Precinct

@NYPD67Pct

Anyone interested in having graffiti removed from a business or residence can call our community affairs office at 718-287-2530

7/9/2014 5:14:23 PM

1 RETWEETS 3 FAVORITES



NYPD 122nd Precinct

@NYPD122Pct



Following

Severe Thunderstorms predicted for tonite. Drive Carefully don't drive thru flooded areas watch for down wires or fallen trees.

#122pct

Reply Retweet Favorited More

RETWEETS
4

FAVORITES
5



3:54 PM - 14 Jul 2014



NYPD Midtown North

@NYPDMTN



Following

Officer Clause will be patrolling for #SantaCon 🎅 on 12/12, so be good for goodness sake! #DontBeABadSanta



RETWEETS
12

LIKES
17



7:49 AM - 9 Dec 2015

Manhattan, NY

Santacon NYC, NYPD NEWS, NYPD NOTICIAS and 2 others



You have information that is valuable & social media is a great



NYPD 67th Precinct

@NYPD67Pct

Anyone interested in having graffiti removed from a business or residence can call our community affairs office at 718-287-2530

7/9/2014 5:14:23 PM

1 RETWEETS 3 FAVORITES



NYPD 122nd Precinct

@NYPD122Pct



Following

Severe Thunderstorms predicted for tonight



NYPD 122nd Precinct ✓

@NYPD122Pct



Following

Severe Thunderstorms predicted for tonite.
Drive Carefully don't drive thru flooded
areas watch for down wires or fallen trees.
[#122pct](#)

↩ Reply ↻ Retweet ★ Favorited ... More

RETWEETS

4

FAVORITES

5




3:54 PM - 14 Jul 2014



NYPD Midtown North 
@NYPDMTN



Following

Officer Clause will be patrolling for [#SantaCon](#)  on 12/12, so be good for goodness sake!
[#DontBeABadSanta](#)



RETWEETS

12

LIKES

17



7:49 AM - 9 Dec 2015

 Manhattan, NY

 Santacon NYC, NYPD NEWS, NYPD NOTICIAS and 2 others



Tagging Other Accounts Using the @ Symbol

- **Users you mention may retweet the tweet to their followers**



NYPD 33rd Precinct

@NYPD33Pct

It's hot! Visit 1 of many [@nycparks](#) pools 2 cool off. Also, help us preserve water @ hydrants, visit [on.nyc.gov/1nZ1Vz4](#)

7/1/2014 2:29:49 PM

0 RETWEETS 1 FAVORITES



NYPD 79th Precinct

@NYPD79Pct

Following

▼

Officer Morales, when he is not airborne, he is making friends. [#nypdconnecting](#)



RETWEETS

10


LIKES


41


2:28 AM - 9 Mar 2017

👤

NYPD 79th Precinct and NYPD NEWS

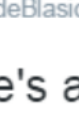


Bill de Blasio

@BilldeBlasio



Following

Pleasure's all mine, [@NYPD24Pct](#) [@NYPDauxiliary](#). Thank you for all you do for us every day!




NYPD Auxiliary [@NYPDauxiliary](#)

Members of [@NYPD24Pct](#) Aux happy to run into Mayor de Blasio today at the St. Patrick's for all parade in [@NYPD108Pct](#)

RETWEETS
8


LIKES
26




3:32 PM - 6 Mar 2016

5

35

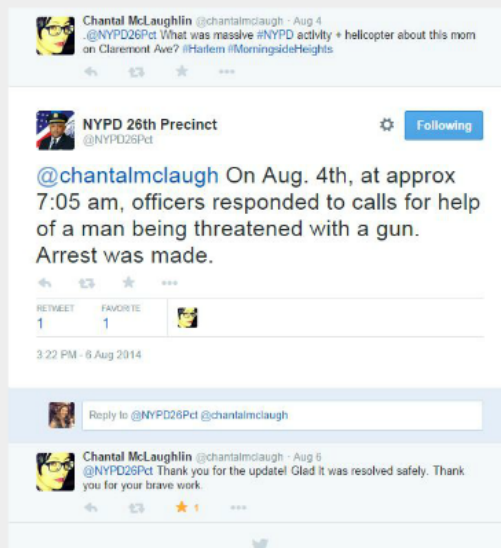


3:07 PM - 6 Mar 2016

 NYC Mayor's CAU and NYC Mayor's Office

Engagement

- Twitter should be used for conversation.
- By engaging with one citizen, you are able to influence an entire audience.
- Take a second to look over the profile you are responding to.





Chantal McLaughlin @chantalmclaugh · Aug 4

.@NYPD26Pct What was massive #NYPD activity + helicopter about this morn on Claremont Ave? #Harlem #MorningsideHeights



NYPD 26th Precinct

@NYPD26Pct



Following

@chantalmclaugh On Aug. 4th, at approx 7:05 am, officers responded to calls for help of a man being threatened with a gun. Arrest was made.



RETWEET

1

FAVORITE

1



3:22 PM - 6 Aug 2014

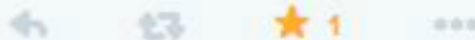


Reply to @NYPD26Pct @chantalmclaugh



Chantal McLaughlin @chantalmclaugh · Aug 6

@NYPD26Pct Thank you for the update! Glad it was resolved safely. Thank you for your brave work.





NYPD 88th Precinct ✓
@NYPD88Pct



Following

You tweeted, we listened! Owners have complied and moved their dumpsters off the #BikeLane! @BradyDale #Partnership



RETWEETS

29

FAVORITES

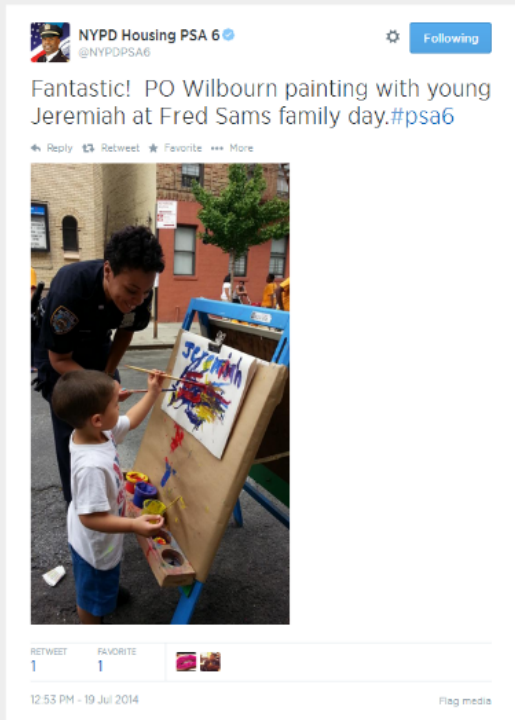
42



12:27 PM - 18 Nov 2014

Use Images

- Images are shared more frequently than text tweets.
- Not all tweets should have images – but a good picture goes a long way.
- Ask your officers to send you pictures





NYPD Housing PSA 6
@NYPDPSA6



Following

Fantastic! PO Wilbourn painting with young Jeremiah at Fred Sams family day. #psa6

Reply Retweet Favorite More



RETWEET
1

FAVORITE
1



12:53 PM - 19 Jul 2014

Flag media



NYPD 83P
@NYPD83P

Unattended
patrol ride-a-
& reunite wi



RETWEETS
19

LIKES
73

2:45 AM - 19 Dec 2016

Reply 6

Retweet 19

Following

h young
psa6



NYPD 83rd Precinct

@NYPD83Pct

Following

Unattended in a car, doggie is rewarded with a patrol ride-along with POs Carcamo & Husain & reunite with owner



RETWEETS

19

LIKES

73



2:45 AM - 19 Dec 2016



6



19



73

Flag media



NYPD 112th Precinct

These items
take your va



 **NYPD 112th Precinct** @NYPD112Pct · Oct 31

These items, which we recovered, were all left in cars over night! Please take your valuables with you when you park

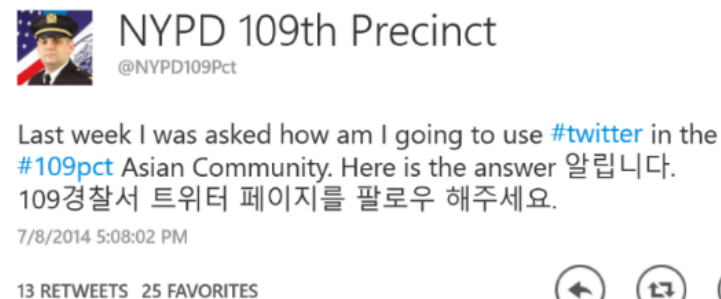


← ↻ 1 ★ 1 ...

[View more photos and videos](#)

Localize

Make sure your Tweets are relevant to the community by providing localized content.



RETWEETS

5

FAVORITES

5



NYPD 109th Precinct

@NYPD109Pct

Last week I was asked how am I going to use [#twitter](#) in the [#109pct](#) Asian Community. Here is the answer 알립니다.
109경찰서 트위터 페이지를 팔로우 해주세요.

7/8/2014 5:08:02 PM

13 RETWEETS 25 FAVORITES





NYPD 101st Precinct
@NYPD101Pct



Following

Good morning #Rockaway residents
It's #TBT Rockaway Beach in the 1950's.
@NYPD100Pct



RETWEETS
5

FAVORITES
5





NYPD 78th Precinct @NYPD78Pct · Nov 8

The 78 pct adds a park bench to our bike corral @CommissBratton @BrooklynSpoke @NYPDCommAffairs @NYPDnews



10



13



[View more photos and videos](#)

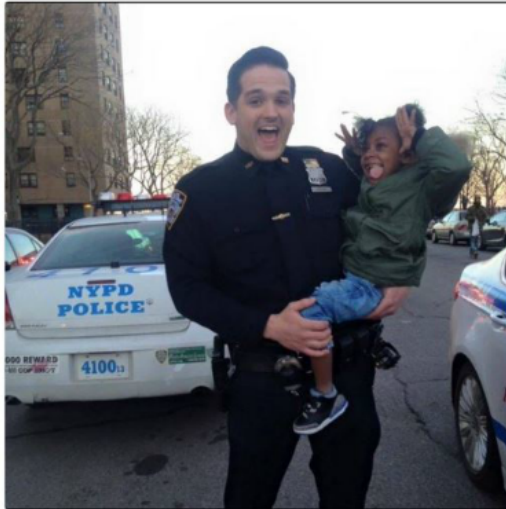
Personalize

Many New Yorkers don't know any police officers personally. Use Twitter to introduce the men and women behind the badge.

NYPD 101st Precinct
@NYPD101Pct

Following

Why so serious?!? Do what you love & you will never work a day in your life, enjoy every moment. [#YouChoose](#) :) :



RETWEETS 21 LIKES 89

8:57 AM - 21 May 2016

NYPD 52nd Precinct
@NYPD52Pct

Following

Meet our receptionist Cheryl. Always here to assist.

Reply Retweet Favorited More



RETWEET 1 FAVORITE 1

7:21 AM - 16 Jul 2014

Flag media

NYPD Housing PSA 7
@NYPDPsA7

Following

We traded jackets with some kids who told us they thought cops are scary. [#itsjustacoat](#) [#copsandkids](#)





NYPD 101st Precinct
@NYPD101Pct

Following

Why so serious?!? Do what you love & you will never work a day in your life, enjoy every moment. [#YouChoose](#) :) :



RETWEETS
21

LIKES
89



8:57 AM - 21 May 2016



NYPD 52nd
@NYPD52Pct

Meet our re
to assist.

Reply Retweet



RETWEET
1

FAVORITE
1

7:21 AM - 16 Jul 2014



NYPD 52nd Precinct ✓
@NYPD52Pct



Following

Meet our receptionist Cheryl. Always here to assist.

Reply Retweet ★ Favorited ... More



RETWEET
1

FAVORITE
1



7:21 AM - 16 Jul 2014

Flag media



NYPD
@NYPD52Pct

We trade
they tho
#copsan



Following

here



NYPD Housing PSA 7

@NYPDPSA7



Following

We traded jackets with some kids who told us they thought cops are scary. [#itsjustacoat](#)
[#copsandkids](#)



Flag media

Timing is Everything

In an emergency, all eyes are on us - both on and offline. A well timed Tweet will ensure our message is spread far and wide when we need it the most

NYPD 9th Precinct @NYPD9Pct   

Building fire & partial collapse have 2nd Ave & surround closed. Massive response from multiple agencies @FDNY #nypd

Manhattan, NY



RETWEETS 83 FAVORITES 45 

12:33 PM - 26 Mar 2015

NYPD Midtown North @NYPDMTN   

Please avoid the area of Columbus Circle until further notice.

Police Activity.
PLEASE AVOID THE AREA

Continue to follow @NYPDMTN for further updates.



POLICE LINE DO NOT CROSS
POLICE DEPT.

RETWEETS 145 LIKES 80



NYPD Midtown North @NYPDMTN   

Darth who? Sith what? No carry permit, no weapon! Be safe & enjoy #StarWars #ForceAwakens #MayTheForceBeWithYou





NYPD 9th Precinct ✓
@NYPD9Pct



Following

Building fire & partial collapse have 2nd Ave
& surround closed. Massive response from
multiple agencies @FDNY #nypd

📍 Manhattan, NY



RETWEETS
83

FAVORITES
45



12:33 PM - 26 Mar 2015



NYPD Midt
@NYPDMTN

Please avoid
further notice

Police Ac
PLEASE AVOID TH

Continue to follow

RETWEETS
145

LIKES
80



NYPD Midtown North

@NYPDMTN



Following

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POLICE LINE DO NOT CROSS
POLICE DEPT.

@**NYPD**MTN
www.nyc.gov/nypd

RETWEETS

145

LIKES

80





NYPD Midtown North 
@NYPDMTN



Following

Darth who? Sith what? No carry permit, no weapon! Be safe & enjoy [#StarWars](#)
[#ForceAwakens](#) [#MayTheForceBeWithYou](#)



Be authentic and funny (expectations are low...)

- Funny tweets are more likely to be shared
- Don't say anything you wouldn't say in any other public forum



NYPD 1st Precinct ✓
@NYPD1Pct

Enjoy the #MemorialDay BBQ!



But #DontDrinkAndDrive!



NYPD 62nd Precinct ✓
@NYPD62Pct

Tip: Don't park at a fire hydrant when you have all of this in your car... Great job to Sgt Berson & Det Bobrowska



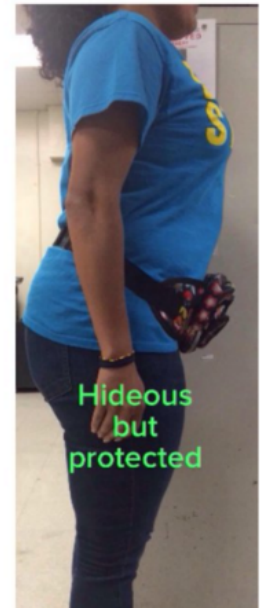
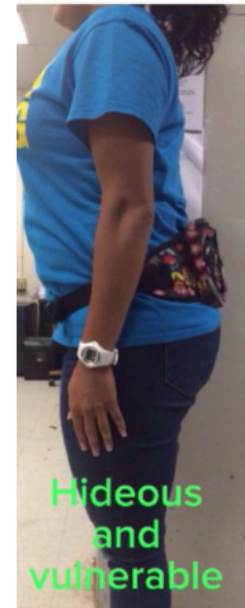
RETWEETS 15 LIKES 36



NYPD 24th Precinct ✓
@NYPD24Pct

Following

Summer=crowds. Protect your stuff. We @ 24 r not the fashion police but fanny packs present a special case.



RETWEETS 600 LIKES 567

11:39 PM - 21 Jul 2015



NYPD 1st Precinct ✓
@NYPD1Pct

Enjoy the [#MemorialDay](#) BBQ!



But [#DontDrinkAndDrive](#)!



NYPD 62nd Precinct
@NYPD62Pct



Following

Tip: Don't park at a fire hydrant when you have all of this in your car.. Great job to Sgt Berson & Det Bobrowska



RETWEETS

15

LIKES

36



any other

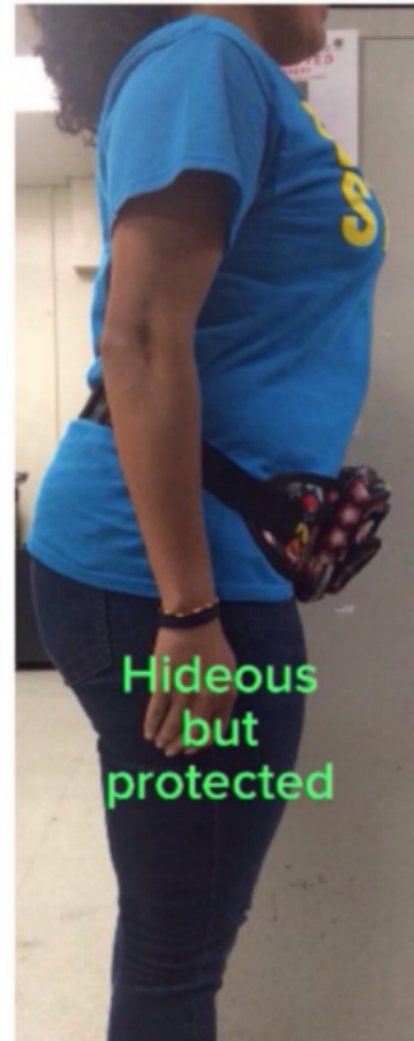
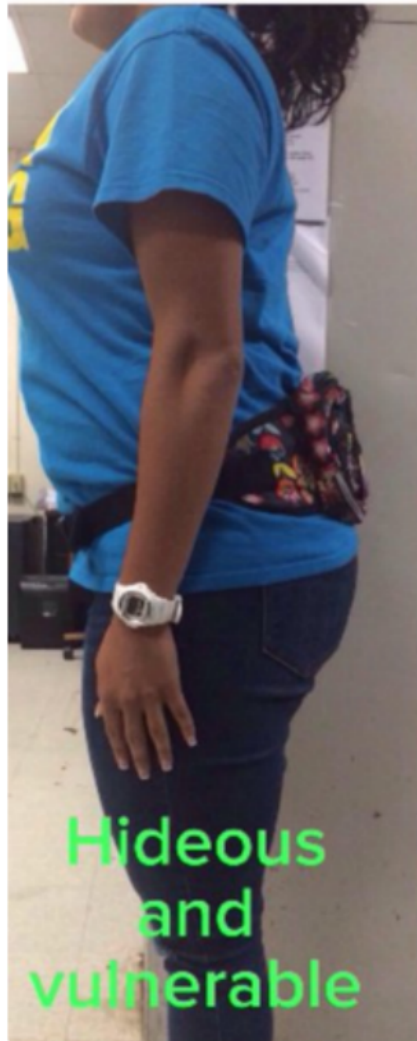


NYPD 24th Precinct
@NYPD24Pct



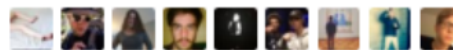
Following

Summer=crowds. Protect your stuff. We @
24 r not the fashion police but fanny packs
present a special case.



RETWEETS
600

LIKES
567



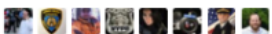
11:39 PM - 21 Jul 2015

nct



Following

a fire hydrant when you have
car.. Great job to Sgt Berson



Bonus tips

Tag your neighborhood

Don't use jargon

Do your offline work

Contact us anytime

Show your personality !





sfpd richmondstation @sfpdrichmond · May 18

Officers just arrested a naked man in the bison paddock in GG Park. The bison seemed unimpressed

or...



sfpd richmondstation @sfpdrichmond · Dec 7

Between 11/30/13, 9pm and 12/01/13, 9:45am on the 1900 block of Clement St, a suspect hopped the fence to the... fb.me/1wvO91a1u

?



sfpd richmondstation @sfpdrichmond · May 18

Officers just arrested a naked man in the bison paddock in GG Park. The bison seemed unimpressed



67



50



sfpd richmondstation @sfpdrichmond · Dec 7

Between 11/30/13, 9pm and 12/01/13, 9:45am on the 1900 block of Clement St, a suspect hopped the fence to the... fb.me/1wvO91a1u





Boston Police Dept. @bostonpolice · Jul 17

INVESTIGATION: BPD Requests Public's Assistance in Identifying Larceny Suspect bpdnews.com/news/2014/7/17...

or...



Boston Police Dept. @bostonpolice · Jul 15

Boston Police Seeking Public's Help to Identify Witnesses & Obtain Smart Phone Footage of an Incident Downtown
bpdnews.com/news/2014/7/15...

?



Boston Police Dept. @bostonpolice · Jul 15

Boston Police Seeking Public's Help to Identify Witnesses & Obtain Smart Phone Footage of an Incident Downtown
bpdnews.com/news/2014/7/15...



18



4



Boston Police Dept. @bostonpolice · Jul 17

INVESTIGATION: BPD Requests Public's Assistance in Identifying Larceny Suspect bpdnews.com/news/2014/7/17...



6



4





LAPD HQ @LAPDHQ · Jul 22

65-year-old Man Missing bit.ly/1pAG6qn

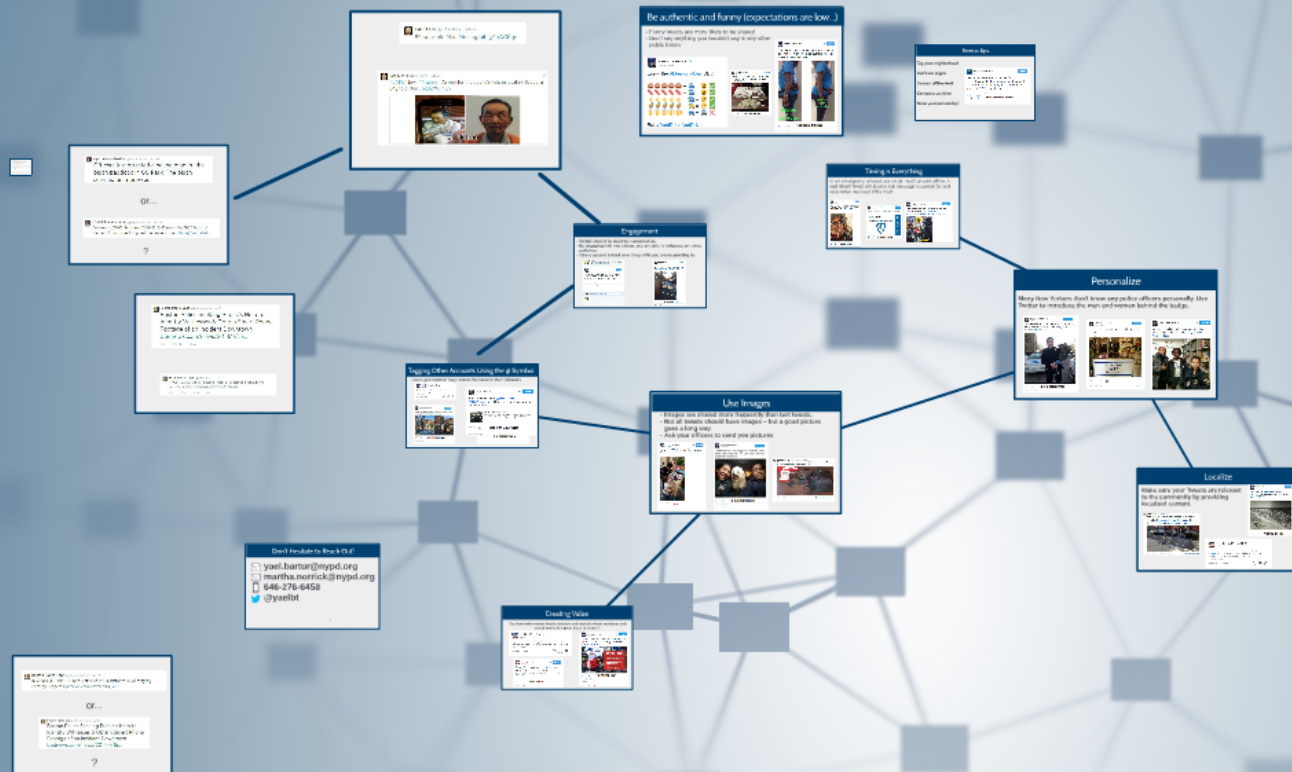


LAPD HQ @LAPDHQ · Jul 21

#LAPD New: #Missing - Asking for the public's help in locating Ik Lee, a 84yr old Man . bit.ly/Wsjhwv



Ik Lee



Best Practices